

# MOSQUITO SQUAD®

## International Franchise Licensing Opportunity



Reach your business and financial goals through the  
world's leading outdoor pest control business

*An important part of*  
**OUTDOOR  
LIVING  
BRANDS™**



**I'm Dread Skeeter,  
brand icon for the  
Mosquito Squad®.**

Our mission at the Squad  
is to assist our clients to  
enjoy the lifestyle benefits  
of their outdoor living spaces  
while delivering global health  
benefits of eliminating pests  
that carry deadly diseases.

**MOSQUITOSQUAD®**

No bugs. No bites. No kidding.

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# New High-Growth Category

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- Mosquito Squad® invented the category and barrier spray treatment delivery approach
- Method offers 21-day residual impact
- Treating landscape material eliminates 85% - 90% of outdoor pests, including mosquitoes
- Simple and scaleable operating model
- Very high gross profit margins of approximately 65%
- Strong recurring revenue with 73% of customers renewing service creating an annuity revenue stream



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# Outdoor Pest Control for Everyone



- Backyards & outdoor living spaces
- Alfresco dining spaces at restaurants
- Playgrounds
- Parks, ball fields, bike and jogging trails

- Outdoor concert venues
- Child daycare centers
- Pet care centers
- Common areas in subdivisions
- Golf courses



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# Diversified Multi-Branded Organization

## archadeck® outdoor living

Designing and building beautiful, functional and innovative outdoor living environments that meet our client's outdoor living and lifestyle needs.

## OUTDOORLIGHTING PERSPECTIVES®

Extending our clients' leisure time outdoors while enhancing the beauty, safety and security of their homes through carefully designed and professionally installed and maintained outdoor lighting systems.

## MOSQUITO SQUAD®

Delivering a pest and disease free outdoor living environment for our clients that meet their family and lifestyle needs.



## conserva irrigation

Assisting our clients to keep their lawn and landscaping looking beautiful by properly maintaining their irrigation systems, while doing so in an environmentally friendly fashion to significantly reduce the amount of a water used by the system.

## RENEW CREW

Simplifying our clients lives and protecting the investment in their homes as their exterior surfaces maintenance caretaker, specializing in revitalizing and protecting the look and appearance of weathered decks, fences, siding, gutters, walkways, driveways, concrete, paver patio and hardscaped surfaces.

## casuwel™

Helping our clients to relax, entertain, dine and enjoy the lifestyle benefits of their outdoor living spaces by providing fashionable, premium-quality outdoor furnishing and accessories.



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# Senior Leadership Team

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**Chris Grandpre**

*Chairman &  
Chief Executive Officer*



**Scott Zide**

*President &  
Chief Operating Officer*



**Corey Schroeder**

*Vice President &  
Chief Financial Officer*



**Larry Spada**

*Brand Strategist*



**Rich Young**

*Vice President Operations,  
Outdoor Lighting Perspectives*



**Rob Haislip**

*Vice President Operations,  
Archadeck*



**Rob White**

*Vice President Operations,  
Mosquito Squad*



**Stan Krempges**

*Vice President Operations,  
Renew Crew*



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# Leadership Team Brand Experience

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American Airlines 

FedEx

Sprint 

Fisher-Price

Bank of America  
Merrill Lynch 

dimension  
data 

MAYO  
CLINIC 

PoshTots 

accenture 

The  
PHANTOM  
of the  
OPERA

 RAINBOW  
INTERNATIONAL  
RESTORATION

Goodcents  
deli fresh subs

JACK DANIEL'S  
OLD TIME  
Old  
No. 7  
BRAND

Saks Fifth Avenue

AMF

BB&T Capital Markets



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# Corporate Vision & Values



A multi-branded franchise organization dedicated to celebrating outdoor living by enriching lives through proven franchise brands.

## L I V E W E L L

**Lifestyle:**

Helping our clients celebrate the good life outdoors.

**Integrity:**

At every touch point – in our service, products, attitude and communication – it defines us.

**Visionary:**

Innovative thinking in all capacities – from identifying new markets to capitalizing on new trends in outdoor living.

**Enriching Lives:**

Helping our franchisees and employees meet their personal and lifestyle goals.

**World Class:**

Passionately delivering unparalleled products and client service.

**Enthusiasm:**

It's why we get up in the morning.

**Leadership:**

Leading by example and attracting those who take ownership and accountability for all that they do.

**Laughter:**

Without laughter, it would just be work.



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# How Does Mosquito Squad® Work?

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Mosquitoes and other outdoor pests are at rest most of the time on plant material. Mosquitoes feed on plant sugars and need blood to reproduce.

Mosquito Squad® treats plant surfaces with our proprietary blend of materials, thereby reducing mosquito adult numbers (breeding areas also treated).

Service delivers a reduction of 85% - 95% of the insect population in the treated area.



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# Recurring Revenue Model

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1. Barrier spray treatment program with annual contracts
  - Traditional program with application every 21 days
  - All-natural program available for clients with application every 14 days
2. Permanently installed automatic misting systems with annual maintenance plans
3. Enhanced tick control services and programs for other regional pests
4. Special event sprays for corporate events, weddings, community events, sporting events, family reunions, etc.



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# Protection Against Global Health Issues

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Mosquitoes are not just a nuisance to outdoor enjoyment, but also a major threat to global public health and welfare through the numerous diseases that they spread including:

- Malaria
- West Nile virus
- Yellow fever
- Dengue fever
- Lyme disease
- Chikungunya virus
- Canine heartworm
- Encephalitis viruses



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# Awards and Recognition

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FranchiseBusiness**REVIEW**<sup>™</sup>  
Franchisee Satisfaction Awards



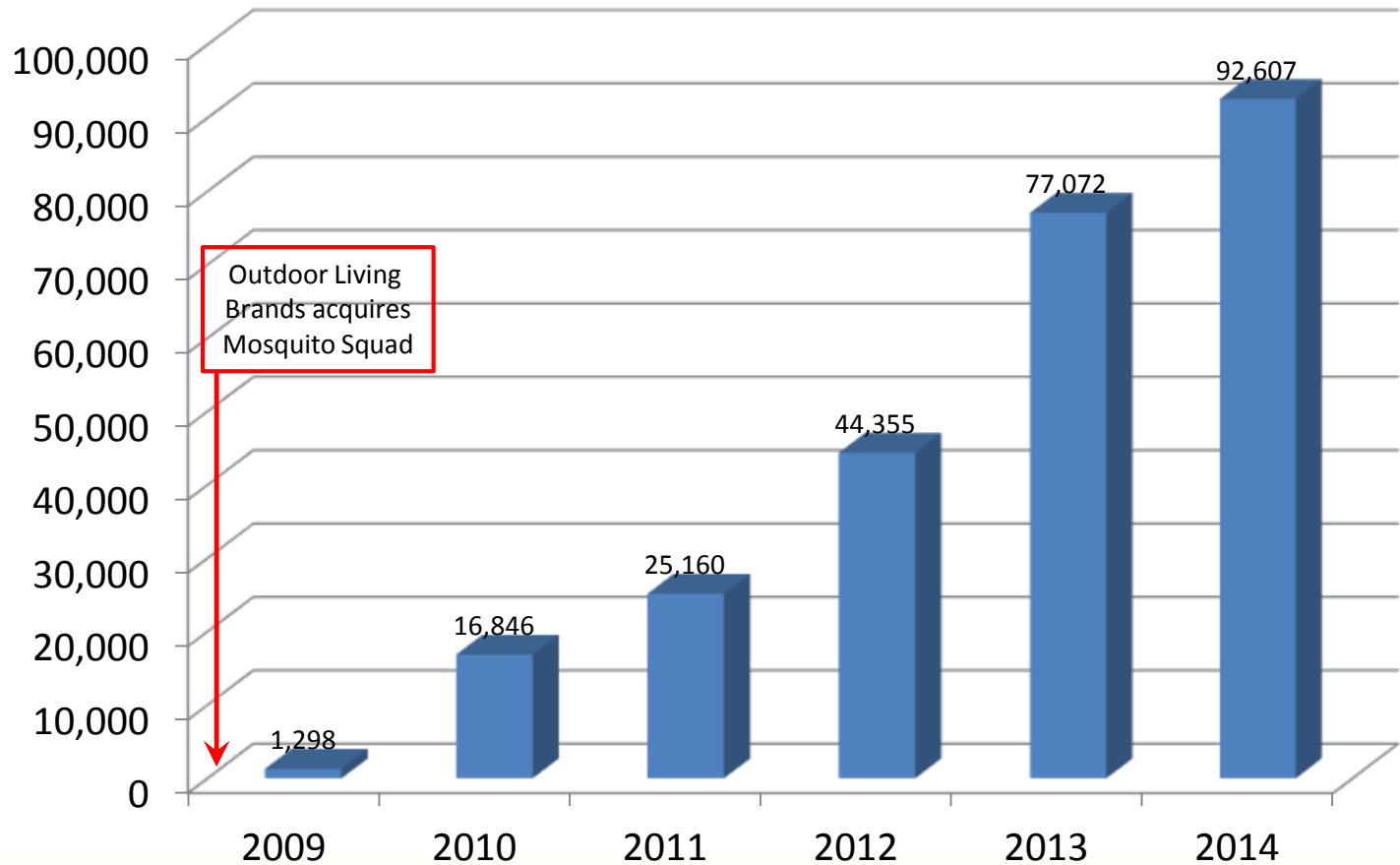
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# Outstanding Customer Growth

*Rapid customer count growth demonstrates that the service works and the impact of our strong client retention rates season after season.*

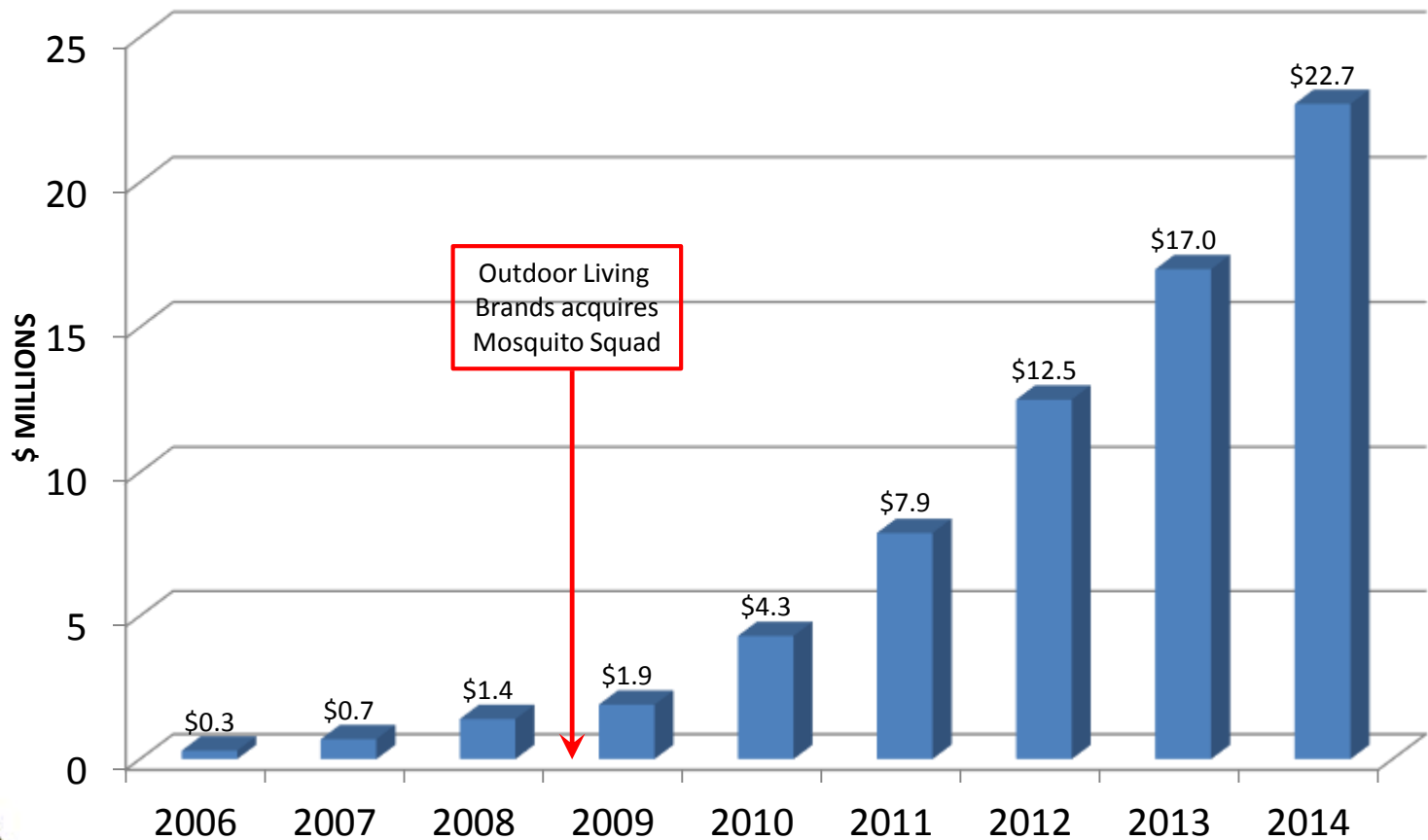


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# Fantastic Retail Sales Growth

*Rapid growth of retail sales demonstrates the strong market need and ongoing client satisfaction with the effectiveness of the service.*

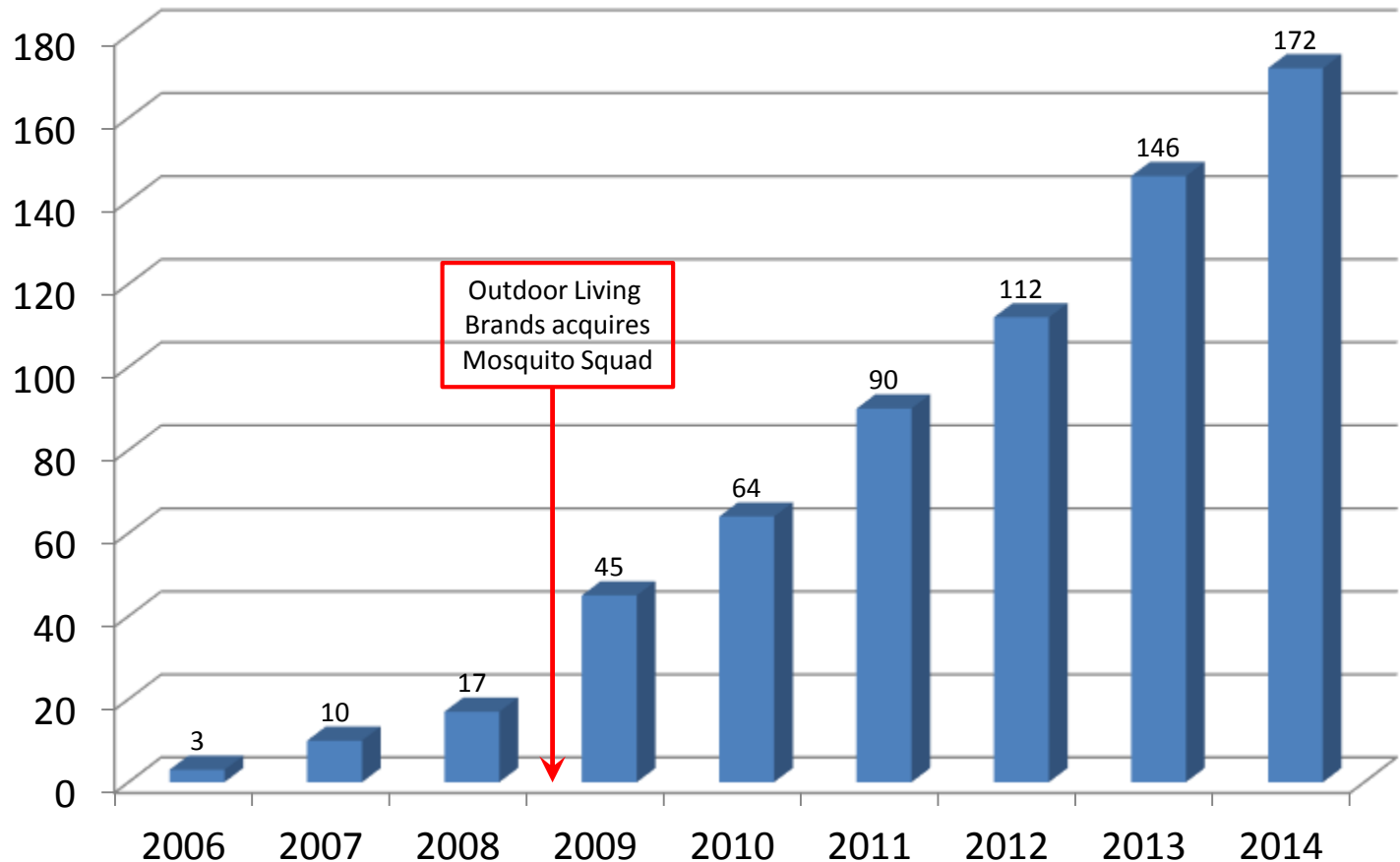


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# Rapid Unit Growth

*Rapid growth provides franchisees with increased resources and brand recognition.*

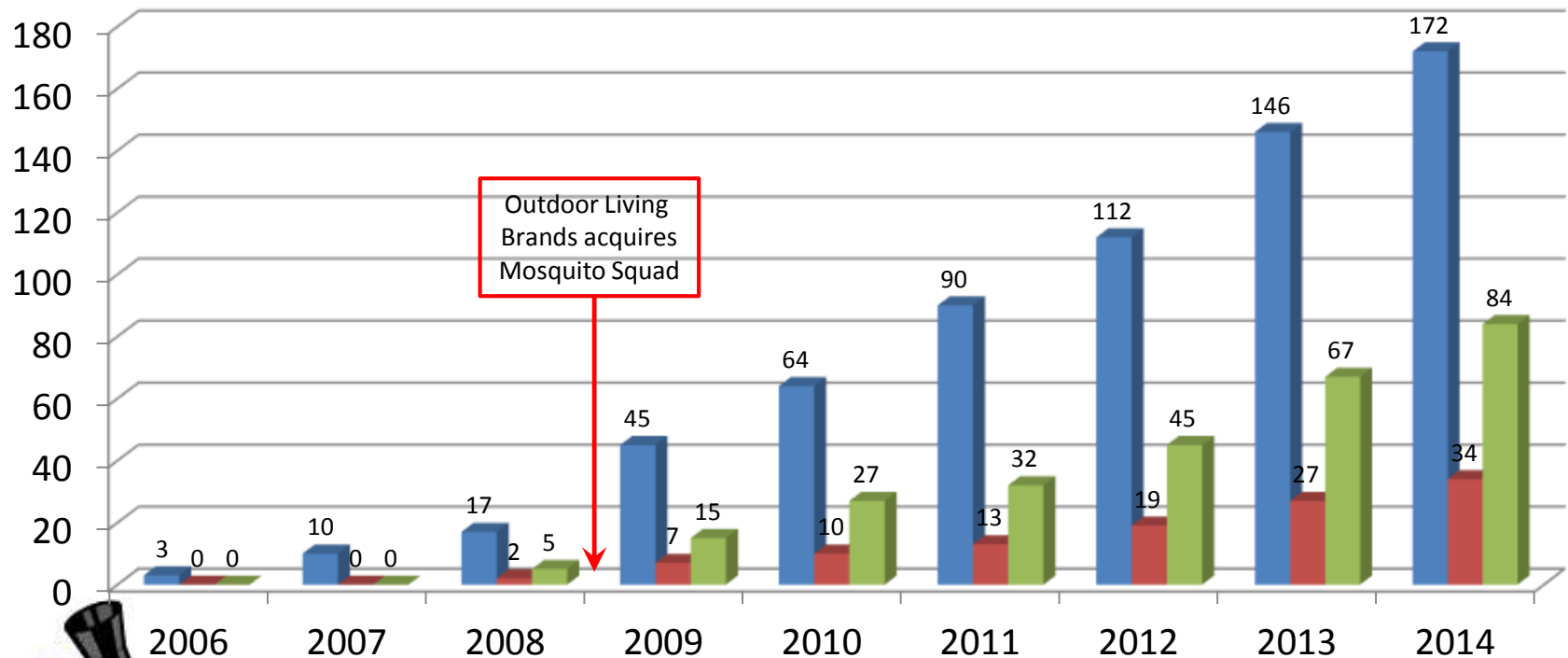


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# Franchisees Licensing Multiple Units

■ Franchise Locations   ■ Number of MU Operators   ■ Franchises Operated by MU Operators



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# Proven Marketing Systems

Consumer Website & Local Microsites



Online Marketing Gateway



Yard Signs



Print Ads



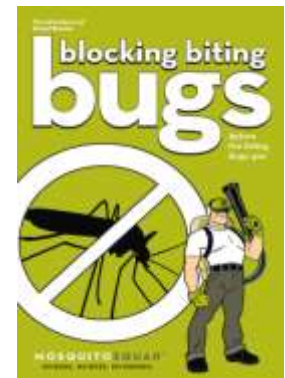
National & Local Blogs



Referral Coupons



Coloring Book



Direct Mail / Postcards



Vehicle Wraps



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# Training & Support Systems

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## Initial Classroom & Field Training:

- Marketing & lead generation systems
- Sales process & system
- Field operations
- Technical (Mosquito 101 & Tick 101)
- Technology platform
- Business management systems
- Finance & accounting systems
- HR and administrative systems
- Safety procedures

## Ongoing Training & Support:

- Field visits
- Peer visits
- Mosquito Squad University online
- New franchisee calls
- System best practices calls
- Training webinars (live & recorded)
- Updated Operations Manuals
- Annual Convention
- Marketing Gateway
- PerformanceWise system
- Financial & operational benchmarking



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# Robust Technology Platform

Performance Center



CRM / Operating System



Mosquito Squad University



Performance Measurement



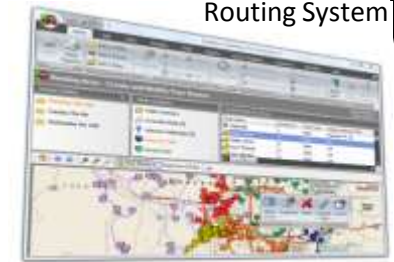
Accounting & Financial Management



GPS / Vehicle Tracking



Routing System



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# Established Supply Chain

Manufacturer



Logistics & Distribution Partners



Online Store for Franchisee Purchasing



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# Giving Back

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An important part of our corporate culture and Mosquito Squad's brand proposition is to be socially responsible and to be a good corporate citizen.

Through our partnership with Malaria No More, we are dedicated to saving the lives of 250,000 children by donating a portion of our revenues to fund the prevention, diagnosis and treatment of children in Africa affected by the deadly malaria parasite.



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*Beyond donations, our leadership team and franchisees have traveled to Africa to work in the field with Malaria No More in area affected by malaria. We've delivered education, bed nets, diagnostic kits and the necessary treatments to cure patients infected with malaria.*



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# International Development

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Now that Mosquito Squad® has achieved a significant market penetration in the United States, we are actively seeking business groups with a history of ownership of service businesses, preferably home service businesses, to partner with in either Master Franchise Agreements or Area Development Agreements in select target countries.

These agreements will commit our partners to developing multiple Mosquito Squad® locations throughout the country or region of interest consistent with an agreed upon development schedule, while committing Mosquito Squad® to assist the partner with training and support in our proven business model.



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# Qualifications for Considerations

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- Business ownership experience operating multiple locations in a comparable industry of either home services, commercial services or pest control
- Minimum \$0.5 million (US\$) of liquid capital
- Passion for delivering world class customer service
- Willingness to be a team player to support the brand and the global franchise system
- Adaptable to change in processes, procedures and systems to fit local market and cultural requirements
- Synergy of personal and business background with the Mosquito Squad® business and culture
- If a Master Franchisee, willingness to open and operate multiple units before sub-franchising



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# Licensing Mosquito Squad® Internationally

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- Submit initial candidate information form and Confidentiality Agreement to receive detailed information on the Mosquito Squad brand and operating business model
- Conference call with William Edwards to receive an initial overview of the business model
- Conference call with members of Mosquito Squad® and Outdoor Living Brands senior leadership team
- Complete assessment of number of potential Mosquito Squad® locations in the target country
- Submit supporting business plan, pro formas, and management team CV's to Mosquito Squad®
- International background check and onsite assessment of current operations & team
- Meetings in Richmond, Virginia, with the Mosquito Squad® and Outdoor Living Brands leadership team
- Letter of intent presented to candidate for execution
- Mosquito Squad international development and other ancillary legal agreements executed
- Initial license fee paid and begin training in Richmond, Virginia



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For more information on licensing Mosquito Squad® international master franchise and area development rights, please contact Mr. William Edwards, International Representative, at [bedwards@edwardsglobal.com](mailto:bedwards@edwardsglobal.com).



I'm looking  
forward to your  
help to expand  
**The Squad's**  
operations and  
footprint around  
the world!

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